Service Co-Creation: Value Propositions, Resource Integration, Resource Modification, Value Realisation

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Co-Creation

- S-D Logic: *Value* co-creation
- *Service* co-creation:
  
  planned *resource integration* behaviours by actors intended to *realise* a *value proposition*

Service is the fundamental basis of economic exchange
Value Propositions

• Arise from *value potential* inherent in actors’ *resources*

• The promise of achieving a benefit through resource integration with other actors: two way

• Mechanism for organisations to attract actors’ resources.

• Provide all actors with a means to identify where best to ‘apply’ their resources.

• Explicit statement of value to be realised from service co-creation

• Implicit statement of resources required by actors.
Resource Modification

- Resource integration modifies actors’ resources and also modifies the value potential of those resources.
- Resource modification reflects the iterative nature of service provision.
Value

• Value is a personal evaluative judgement.

• Value cannot be co-created.

• Value is realised by actors as an outcome of service co-creation.

• Value can be multiple, mutable and separated from the service and other actors temporally and spatially.
Personal Value Realisation by actors

Actors' Resources (which have value potential)

Resource Integration (Service)

Modified Resources (Service output)

Value Propositions

Modified Resources (Service output) → Resource Integration (Service) → Value Propositions → Actors' Resources (which have value potential) → Personal Value Realisation by actors